



WEWS

ORDER

Flight Dates **10/16/12-10/29/12**

Contract / Revision **314756 /**

Original Date / Revision
10/15/12 10/15/12

Advertiser **Checks and Balances For E**

Agency **Strategic Media Placement**

Buying Contact

**7669 Stagers Loop
Delaware, OH 43015**

Product

OH Checks & Balances 10.16-10.29

Agency Com 15%

Billing Contact

**7669 Stagers Loop
Delaware, OH 43015**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **2928**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Daniel Baylog | 100% | | |

Order Share 100% Market Value 71500

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| UNKWN | % | 0 |
| WBNX | % | 0 |
| WDLI | % | 0 |
| WEAO | % | 0 |
| WGGN | % | 0 |
| WJW | % | 0 |
| WKYC | % | 0 |
| WMFD | % | 0 |
| WOAC | % | 0 |
| WOIO | % | 0 |
| WQHS | % | 0 |
| WUAB | % | 0 |
| WVIZ | % | 0 |
| WVPX | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---------------|------------|--------------------|--------------------|-------------|
| October 2012 | 23 | \$56,270.00 | \$66,200.00 | 0.00 |
| November 2012 | 2 | \$4,505.00 | \$5,300.00 | 0.00 |
| Totals | 25 | \$60,775.00 | \$71,500.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/01/12 | 10/28/12 | 23 | \$56,270.00 | \$66,200.00 |
| 10/29/12 | 10/29/12 | 2 | \$4,505.00 | \$5,300.00 |

| | | | | | | | | | | | | | | <u>Totals</u> | |
|-------|------|-------------------|-----------------|------------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|---------------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N 1 | WEWS | 10/16/12 | 10/29/12 | M-F GMA 7-9a M-F GMA 7-9a | CM | 7-9a | MTWTF-- | :30 | 5 | \$1,800.00 | P-1 | 0.00 | NM | 10 | \$18,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | --WTF-- | 4 | | \$1,800.00 | | 0.00 | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | MTWTF-- | 5 | | \$1,800.00 | | 0.00 | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | 1 | | \$1,800.00 | | 0.00 | | | | | | |



WEWS

Print Date: 10/15/12

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Contract / Revision **314756** Flight Dates **10/16/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Checks and Balances For E** Product **OH Checks & Balances 10.1** Estimate # **2928**

| | | | | | | | | | | | | | | <u>Totals</u> | | |
|-----|-------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|---------------|-------------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | |
| N 2 | WEWS | 10/16/12 | 10/29/12 | M-F 5-6p News M-F 5-6p News | CM | 5-6p | MTWTF-- | :30 | 2 | \$2,500.00 | P-1 | 0.00 | NM | 4 | \$10,000.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/15/12 | 10/21/12 | ---TF-- | | 2 | | | | \$2,500.00 | | 0.00 | | | | |
| | Week: | 10/22/12 | 10/28/12 | -T--F-- | | 2 | | | | \$2,500.00 | | 0.00 | | | | |
| | Week: | 10/29/12 | 11/04/12 | ----- | | 0 | | | | \$0.00 | | 0.00 | | | | |
| N 3 | WEWS | 10/16/12 | 10/29/12 | M-F 6-630p News M-F 6-630p News | CM | 6-630p | MTWTF-- | :30 | 2 | \$3,500.00 | P-1 | 0.00 | NM | 6 | \$21,000.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/15/12 | 10/21/12 | -TW---- | | 2 | | | | \$3,500.00 | | 0.00 | | | | |
| | Week: | 10/22/12 | 10/28/12 | M-WT--- | | 3 | | | | \$3,500.00 | | 0.00 | | | | |
| | Week: | 10/29/12 | 11/04/12 | M----- | | 1 | | | | \$3,500.00 | | 0.00 | | | | |
| N 4 | WEWS | 10/16/12 | 10/29/12 | M-SU 11-1135P Late News M-SU 11-1135P Late News | CM | 11-1135p | MTWTF-S | :30 | 3 | \$4,500.00 | P-1 | 0.00 | NM | 5 | \$22,500.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 10/15/12 | 10/21/12 | -TWT--- | | 3 | | | | \$4,500.00 | | 0.00 | | | | |
| | Week: | 10/22/12 | 10/28/12 | MT----- | | 2 | | | | \$4,500.00 | | 0.00 | | | | |
| | Week: | 10/29/12 | 11/04/12 | ----- | | 0 | | | | \$0.00 | | 0.00 | | | | |
| | | | | | | | | | | | | | | Totals | 25 | \$71,500.00 |